

AUTOMOBILE NEWS AND GOSSIP

The methods of the modern campaign orator are radically different from what they were in the days when Honest Abe and the Little Giant of Illinois staged the fiercest political fight ever witnessed on American soil.

The Old Rail Splitter would walk miles and miles and then deliver his speech from a platform of barrels and boxes or a friendly stump. To-day Proctor Knott Owens, Republican candidate for mayor of Detroit, whisks up in front of some large factory, delivers a speech standing on the front seat of his automobile, while his secretary distributes campaign literature and lithographs from the rear. Within the limits of forty-five minutes Mr. Owens has left his office in the heart of the city, motored three miles to a large factory, spoken twenty minutes to a crowd of twelve hundred men that were having their noon lunch, distributed 500 copies of campaign literature, and returned to a committee meeting at his office.

Emerson & Orme have been appointed distributing agents for the well-known Detroit Electric, and will receive a carload of 1911 models to-morrow. They have also received a carload of the new 1911 Apperson cars, including the new baby tonneau, and have sold one of these fully equipped to Charles H. Orme.

Mr. C. H. Emery and party of four passed through Washington yesterday on their way to Richmond. Mr. Emery is driving a Marion car, and reports the roads in bad condition.

The Cook-Stoddard company reports sales of Cadillac 2's to Dr. J. D. Morgan, S. S. Adams, F. L. Davis, and M. Blair.

The American automobiles of medium price are finding favor in Egypt. A shipment of Hudson "2's" has just been made to M. G. Torossian, the Hudson dealer at Cairo. There are many classes of automobiles in the land of the pyramids, the motor car appealing not only to the Americans and English who reside there, but to many wealthy Egyptians, Arabs, and East Indians. Several roads around Cairo had never been traversed except on foot or on the backs of camels before the advent of the Hudson in that climate.

Detroit, the center of the automobile industry, has set out to build up the biggest automobile club in America. It is called the Wolverine Automobile Club. A membership of 1,500 is the aim of the organization, and efforts are being made to run the list up to that big total within ninety days. It has about half that number now. Good roads is one of the club's slogans.

The Buick company reports the sales of the Model 15 Buicks to A. R. Neff and Frank Upman.

Dr. E. T. Pickford, the resident physician of Sibley Hospital, has purchased from the Pope Auto Company a model 24, 30-horsepower Oakland.

The Cuban Minister, F. C. Justiz, has arrived in Washington in his Locomobile, which he purchased in New York.

American motor car owners who contemplate touring this fall through the principal countries of Europe will be interested in the announcement made by Mr. Thomas W. Wilby, director of the foreign department of the Touring Club of America, who has just returned from a three months' tour of the Continent in the interest of the Touring Club of America, that while abroad he completed arrangements with the leading automobile organizations, including the Automobile Association of London and the Touring Club of France, whereby American tourists when introduced abroad through the Touring Club of America will be able to secure the international traveling certificate. By this means all the license and registration difficulties heretofore encountered while passing from one country to another will be avoided. The holder of the certificate will be able to cross each frontier by simply carrying the license number and in the initial plate issued by the country in which the tour began. This certificate is the outcome of a convention between the foremost governments of Europe with a view to facilitating foreign touring. Hitherto an American landing in France had to repeat the process of procuring a license and registration at each frontier, often involving much trouble and inconvenience, especially in Germany. With the new certificate the tourist can pass through each country included in the convention on the strength of the number plate which he procured upon landing. At the present time the certificate is available for France, Germany, Belgium, Italy, Holland, Austria, Spain, Russia, and some of the smaller countries.

F. Le B. Smoot has purchased a Cadillac demi-tonneau from the Cook-Stoddard company.

S. C. Briggs has purchased from the Buick company a new 1911 model limousine Buick.

A. L. Westgard, who is making a trans-continental tour in his automobile, has been greatly impressed by the prevalence of motor cars in Western farming districts. "Motorists unfamiliar with conditions in Iowa," he writes, "would hardly believe that the State is one of the lively automobile districts in the country. Every farmer and small townsman have machines, and towns of about 1,500 inhabitants have active automobile clubs. Marengo, Newton, and Guthrie Center, none of which has a population of over 1,500, have clubs ranging from 50 to 100 members, drawn from the surrounding country, and always alive to the best automobile interests. Almost without exception these clubs are taking a keen interest in everything relating to good roads and have placed hundreds of signs along the popular touring routes."

Peter Taylor, Jr., has purchased from the Cook-Stoddard company a 1911 touring "29" Cadillac.

The Buick company reports the sale of a Buick "Bug" to C. C. Waters.

On the back of the seat of Mulford's Louzer car, which participated in the Atlanta race, is a small black pocket. It sticks out on the gleaming white of the car like a large black mole. In this black pocket are several things, but chiefly it contains gumdrops. At any stage of a hard race, at any time in practice, no matter the excitement or the danger, every few minutes you see Mulford's arm sweep back, extract a gumdrop, tuck it in his mouth, and then the wild driving goes on.

The Motor Car Maintenance Company has become affiliated with the United States Motor Company. At a recent meeting of the organization these new officials were elected: F. D. Dorman, sec-

retary of the United States Motor Company, president; J. D. Clay, vice president and general superintendent; J. W. Wellington, vice president of the United States Motor Company; treasurer, W. R. De Voe, of the United States Motor Company, secretary, and F. W. Darnstadt, assistant superintendent. These, in conjunction with Vice President Horace De Lissier, of the United States Motor Company, constitute the board of directors.

The Cook-Stoddard company has sold to R. K. Tyler a new 1911 demi-tonneau Cadillac.

A. Stanley Zell, of the Zell Motor Company, was in Washington yesterday.

Each manufacturing season in the motor car world brings out some new trend on the part of the user, and usually this is strong enough to guide the maker who takes pains to keep in close touch with the army of users and prepare for its wants. One of the strongest developments of the present season has been in the demand for bright and black nickel finish for the exposed metal parts of the car that in former years have either been given a brass finish or painted. It is not thought that this is in any sense a fad of the moment, since the demand has been increasing steadily for several years past. Many chauffeurs request the nickel when their employers are ordering new cars, as they hold that this finish is much easier to keep clean and bright than brass, which has a tendency to become tarnished when exposed to the elements. The demand for this departure from the old standard is not confined to any one class of cars, but is about equally divided between the open and inclosed vehicles.

C. F. Barrett, the representative of the Knox company, who has been endeavoring to locate an agency here, left Washington yesterday for Baltimore. The agency has not yet been placed.

C. E. Wheeler, of the Owen Company, left Washington yesterday for Philadelphia.

R. C. Smith yesterday unloaded three 25 horsepower and three 40 horsepower Overland cars.

For the seventh time Charles Clifton was unanimously elected president of the Association of Licensed Automobile Manufacturers at the largest yearly gathering ever held by that organization. In recognition of their services during the past year, the board of managers of the association returned to office by unanimous vote every official who served during the past year and passed a vote of appreciation and indorsement of their guidance and work. These included the following: President, Charles Clifton, Pierce-Arrow Motor Car Company; vice president, S. T. Davis, Jr., Locomobile Company of America; secretary, L. H. Kirtledge, Peerless Motor Car Company; treasurer, George Pope, the Pope Manufacturing Company, and general manager, Alfred Reeves, Executive committee: Charles Clifton, Pierce-Arrow Motor Car Company; S. T. Davis, Jr., Locomobile Company of America; Thomas Henderson, Winton Motor Carriage Company; Hugh Chalmers, Chalmers Motor Car Company; and Herbert Lloyd, the Columbia Motor Car Company.

H. S. Wood, of Frank G. Pickling & Co., took a trip to Baltimore last week on a Harley-Davidson motor cycle.

A Washington car has been delivered to Mr. John Keefe, of this city. The car is finished in wine color, striped in gold, and fully equipped.

Admiral McGowan has received a Brewster green, gold striped Washington car. The landaulet which he has ordered will be delivered shortly.

Mr. and Mrs. C. E. Darnall and Capt. J. K. Thompson, of West Virginia, with luggage equivalent to two passengers, left Washington a few days ago for a 45-mile tour through Virginia, West Virginia, and Maryland. Leaving Washington in a model F Ford touring car at 10 o'clock, the party arrived at Shepherdstown at 4 p. m., by way of Rockville and Frederick, where they stayed over night. Mr. Darnall then drove to Winchester, going through Martinsburg, and as the weather was disagreeable, stopped there until Sunday morning. The party spent Sunday going to Newmarket and taking short cross-country trips, and during the evening drove to Harrisonburg, stopping there for the night. The next day the party returned to Newmarket for luncheon, coming by way of the Massanutten Mountains. They stopped until 10 o'clock Tuesday morning, when they again crossed the mountains, stopping for luncheon in Woodstock, and then going through Berryville, making Charlestown, W. Va., where they stopped over night. Baltimore was reached the following evening after passing through Frederick and Ridgeville. The next morning the party returned with a record of 435 miles traveled without a single expenditure for anything except gasoline and oil. The machine ran perfectly, and he only thing which had the least tendency to mar the trip was two punctures, which did not occur until the car had gone over 200 miles.

A carload of Washington cars went forward last week to the Virginia Motor Car Corporation, Richmond, Va., agents for the Washington car in the eastern part of the State.

A Washington car truck has been delivered to the United States Engineer's office, filtration plant, for service in the conduit, carrying samples of water.

There for the night. The next day the party returned to Newmarket for luncheon, coming by way of the Massanutten Mountains. They stopped until 10 o'clock Tuesday morning, when they again crossed the mountains, stopping for luncheon in Woodstock, and then going through Berryville, making Charlestown, W. Va., where they stopped over night. Baltimore was reached the following evening after passing through Frederick and Ridgeville. The next morning the party returned with a record of 435 miles traveled without a single expenditure for anything except gasoline and oil. The machine ran perfectly, and he only thing which had the least tendency to mar the trip was two punctures, which did not occur until the car had gone over 200 miles.

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When Ford Speaks, the World Listens!

Here's an Announcement That Will Be Welcomed by All Who Contemplate Buying an Automobile.

Model T Touring Car \$780.00

The same car without the following equipment: Extension Top, Automatic Brass Windshield, Two 6-inch Gas Lamps, Generator, and Speedometer \$700.00

Model T Roadster \$680.00

The same car without the following equipment: Extension Top, Automatic Brass Windshield, Two 6-inch Gas Lamps, Generator, and Speedometer \$600.00

There is no philanthropy in this; we believe it to be good business judgment.

When Henry Ford built his first automobile he realized its importance as a factor in the progressive business life of America, and he determined to build a motor car that would have the largest demand from ALL the people. He knew that such a car must be light in weight, reliable in construction, inexpensive to maintain, and low in price.

From that memorable day in 1903 when the FORD MOTOR COMPANY was organized, there has been no halt in the march of achievement. Ford has been "doing things" every day—working to one purpose: A car for the people with a price the people can pay.

To fully achieve this purpose FORD cars must be made in such large quantities that a small margin over the cost would produce a satisfactory profit. Continuous quantity demand could only be assured through quality.

From the beginning, ALL FORD efforts have been concentrated upon one model. Concentration is a fixed principle with Mr. Ford, in order that perfection of product may be had. And so, throughout the entire vast plant, in every department, every man and every machine is busy on the production of this one model.

We are going to make the FORD Model T indefinitely. All the necessary experiments have been made and paid for. We have built and fully equipped the most complete automobile manufacturing plant in the world. All has been paid for from the profits earned on the business of previous years.

We have no bond issues to pay off. There are no mortgages upon our property. We have no loans to repay. We have no indebtedness. We do business on the "spot cash" discount basis, purchasing in large quantities, commanding the lowest prices in the market of materials. Therefore we can well afford to sell the FORD Model T at the above low prices.

The FORD Model T costs us the same to make this year as it did last year, and there has been no sacrifice in quality because of this lower price.

Our factory is built for quantity production. (285 complete FORD cars have been turned out in one day.) We can make 30,000 cars cheaper than we can make 10,000. Where labor costs us one dollar our overhead expenses cost a dollar and a half. Our factory is built to profit from quantity production. Thus, by reducing overhead cost per car, we will build 30,000 cars for 1911 at a less ratio of overhead cost per car than it did to make the 20,000 cars in 1910—though materials and labor command the same prices.

Our normal working force is 4,000 men, building 30,000 cars. Contrast this with factories employing from 7,000 to 12,000 men and making only 10,000 cars. Wages are a part of the cost of any car. Here's where FORD factory equipment and manufacturing organization reduces cost of production while accentuating excellence in the quality of FORD cars. We can therefore afford to sell on a small margin of profit.

These are some of the reasons for the prices quoted above.

40,000 FORD owners are this minute proving the durability and economy of FORD construction. 49,600 FORD owners know that the FORD is built so light and yet so strong that it costs less to maintain than any other car. That is why the FORD is now and will continue to be the favorite and foremost among all family cars.

The FORD Model T has met all the demands of city and country life. It is the family car of pleasure, the fast car for the busy business men, the reliable car day and night for the doctor, the dependable car on the farm—all because of its being built to fill a practical mission. Cars should be, filling an all-around service—a car for the people, and at a price they care to pay. It is light in weight, yet of giant strength in mechanical construction—a car of Vanadium steel.

Every strain-bearing metal part of a FORD car is scientifically treated by passing through from three to four ovens, equipped with electrical temperature devices. Not one vital part is thus treated, but each bit from crank shaft to fender iron. (A FORD car may be lifted by its four fenders.) Strains are considered—sudden shocks, torsional strain, and vibration. Pistons are necessarily differently treated than shaft drives because of the different strain to which they are subjected.

The FORD Model T car weighs 1,200 pounds, possessing 1 horsepower for each 53 pounds. The average touring car possesses 1 horsepower for each 70 pounds. A 1,200-pound car takes less power than a 2,000-pound car; therefore, in the FORD the power goes to carry the load and not the car. A 1,200-

pound car will not wear out a tire as quickly as a 2,000-pound car. A 1,200-pound car passes over a rough road with scientifically proportioned tires much easier and quicker than a car of 2,000 pounds. Two and two still make four—and the light-weight FORD car is still unapproachable by any other car of the same capacity in the smallness of operating expenses. You will admit this is significant.

FORD ingeniously has originated brakes, with a braking surface of 6.1 square inches per pound weight; the average is 5.1 square inches. FORD tires are the largest per pound weight of any automobile—2.33 cubic inches of tire per pound. Hence the FORD tire economy. There is no necessity for a FORD Model T to be equipped with extra tires.

The FORD magneto is an integral part of the unit power plant. No batteries are used, no brushes, gearing, or moving wires. Trouble makers have been banished. The whole is carried in the flywheel casing. A slight movement of the flywheel generates current enough to make a powerful spark.

Vanadium steel causes FORD repair bills to be less. FORD weight proportionate to the horsepower causes fuel bills to be smaller—tires to cost less. One gallon of gasoline carries a FORD 20 to 25 miles. One set of tires carries a FORD 5,000 to 10,000 miles.

FORD "OWNERS' SERVICE" means satisfaction during the life of your car. Strike a ratio of 50 miles in almost any part of the country, and there is a FORD dealer within it. Every FORD dealer must carry a full stock of repair parts.

MILLER BROS., Auto and Supply House

1105-1107 Fourteenth Street N. W.

'Phone North 4170

AGENTS—FORD

VELIE

OWEN

ON THE SAVANNAH AUTO RACE COURSE

Great Interest Manifested in the Approaching Event.

Practice for the two international road races to be run at Savannah next Friday and Saturday began last Wednesday morning, and from now until the days of the races the splendid Southern course will present a scene of preparatory activity out rivaling the interest manifested in the first Grand Prize race two years ago.

In order to allow the course to be made as safe as possible, all the drivers were ordered to refrain from practice several days ago. Since that time a large force

of convicts has been busily engaged in completing the turns and patching. The seventeen-mile course has been thoroughly oiled. Owing to a new enactment one county may borrow convicts from another county for road work, which enabled the race authorities to have more convicts working on the Grand Prize race course than there were prisoners housed in the Federal prison at Atlanta.

Robert Lee Horrell, chairman of the contest committee of the Automobile Club of America, together with E. Rand Hollander, S. B. Stevens, A. H. Whiting, also of the contest committee; A. L. McKurtry, of the technical committee, and S. H. Butler, chairman of the contest board of the American Automobile Association, and other dignitaries of the automobile world, who left New York City in a special car over the Atlantic Coast Line, have arrived in Savannah. The party was met at the depot by Harvey Granger, chairman of the executive committee; Frank C. Batty, president; Arthur W. Solomon, secretary of the

Continued on Page 7, Column 6.

GRAND PRIZE AUTOMOBILE RACES AT SAVANNAH, GA. NOVEMBER 11 AND 12.

The Atlantic Coast Line

Offers to the public splendid service to Savannah during the 1910 Automobile Races.

The Motor Racing Association of New York has chartered the famous "Wall Street Special" train de luxe, New York to Savannah and return, passing through Washington about 10 p. m., November 9.

This is a solid Pullman train, containing only staterooms, with Pullman dining car. Train will be parked near race course during stay at Savannah.

In addition to the above, the following excellent service will be in effect:

"West India Limited." Drawing Room, Sleeping, and Dining Cars. Leave Washington 4:05 P. M. Arrive Savannah 9:20 A. M. "Palmetto Limited." Drawing Room, Sleeping, and Dining Cars. Leave Washington 3:40 P. M. Arrive Savannah 3:55 P. M. "Coast Line Mail." Drawing Room, Sleeping, and Dining Cars. Local Sleeper Opened at 10 P. M. Leave Washington 4:20 A. M. Arrive Savannah 2:40 A. M.

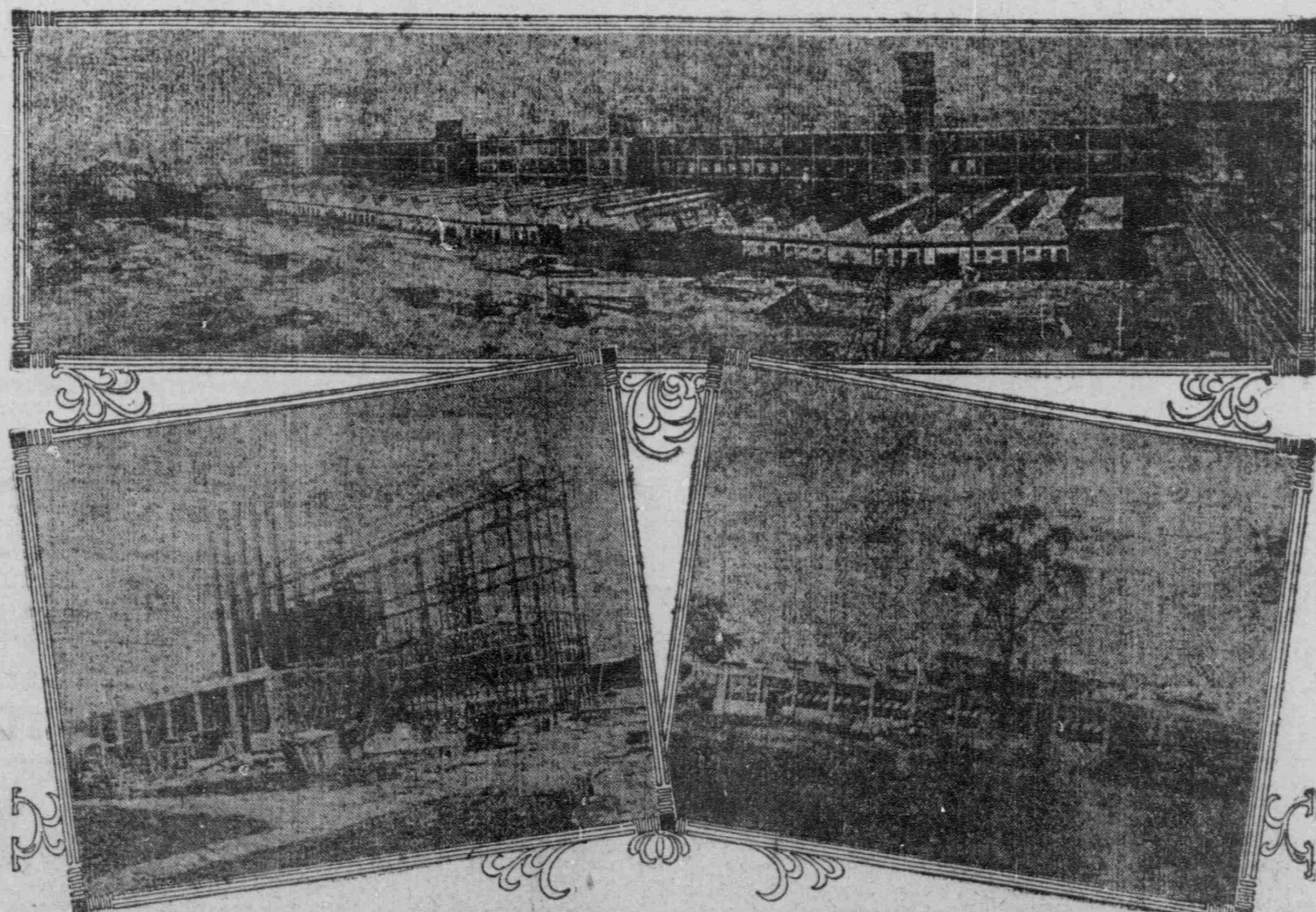
A special rate of \$19.70 for the round trip has been authorized. Tickets sold November 9, 10, and 11. Return limit, November 15.

For full information relative to "Wall Street Special," private cars, parking accommodations at Savannah, staterooms, berths, &c., communicate with our Washington office.

ATLANTIC COAST LINE 1419 New York Ave.

The Famous APPERSON Jack Rabbit Cars, \$2,000 to \$4,200
Detroit Electric, All 1911 Models. REGAL Cars, \$900 to \$1,850.
EMERSON & ORME, Distributors,
Temporary Location, Rear of 1219 K St. N. W.
'PHONE MAIN 7693.

MITCHELL 50 Horsepower
6 Cylinders \$2,100
7 Passengers
CARPENTER AUTOMOBILE COMPANY, 17th and U Streets



The above pictures represent the factory of the Ford Motor Co. in Detroit, where 4,000 employees will manufacture 30,000 automobiles in 1911.

The Ford year of 1910 ended with September and showed a production of 20,000 cars, an increase of 100 per cent over the business of 1909. The value of the year's business totals \$10,000,000. This is more than the paint, pill, stove, and

freight car industries of Detroit would have amounted to in 1909. This business was conducted through 6,000 salesmen, the largest automobile sales force in the world.

The new Highland Park plant of this company will turn out 285 cars in one day. It will ship sixty cars loads per day. The company at the present time has \$5,000,000 invested in its business.

This one factory is on sixty acres of ground. The principal plant is a four-story building with a half million square feet of floor space and built with one purpose. Raw materials literally go in at one end of this building and come out at the other completed cars.

Every detail of the mammoth establishment is full of interest. The foundry, where the steel ingots are handled; the

machine room, which is a veritable maze of machinery and where special inventions enable the machinists to turn out fifteen cylinders at one time; the assembly room, where the cars take shape; the painting room, the shipping room, and all the other departments are part of a great system which enables the work to be done on a large and thorough scale, with a minimum of cost.